

Public Information & Community Relations

Mission:

The mission of the Public Information and Community Relations division is to foster citizen understanding and appreciation of County government policies, practices and operations; to increase the willingness of residents to participate in County government; to assist citizens who seek information or voice complaints; and to provide communications support to the County's marketing, tourism, and economic development efforts.

Goals:

- Provide the news media with information concerning County policies, practices, operations, and events.
- Serve as media advisor to County staff, arrange interviews and press conferences.
- Publish the County Annual Report, Citizen Guide, four Citizen Newsletters, employee publications, and a series of informational brochures dealing with all facets and services of County government.
- Develop and implement responses to citizens' concerns and complaints.
- Coordinate, as necessary, public information meetings on current policy issues (such as associations of homeowners).
- Provide public information during emergency situations.

Implementation Strategies for FY2005:

- To further promote and publicize economic development and tourism.
- Promote the Riverwalk Landing Project, scheduled to open in early 2005.
- Keep current information in "Front and Center" section of County's website home page.

Budget Issues:

- In FY2002, the increase was to support higher postal rates and inflationary increases in paper costs and printing for the various publications. A part-time Communities Activity Coordinator position was changed to work-as-required to support the Publications Coordinator.
- In FY2003, a full-time position was added, replacing the part-time Community Activities Coordinator position and the position of Graphics Design Specialist was created.
- For FY2005, increased funding is for the routine replacement of computers.
- Also for FY2005, photography services is eliminated as three of the four staff members in the Public Information Office have cameras and can provide any photographic needs of the County.

General Fund Expenditures	FY2001 Actual Expenditures	FY2002 Actual Expenditures	FY2003 Actual Expenditures	FY2004 Original Budget	FY2004 Expected Appropriations	FY2005 Adopted Budget
10122 Public Information & Community Relations						
Personnel Services	138,471	130,199	93,136	158,079	158,079	203,269
Contractual Services	21,247	29,113	22,292	31,300	31,300	29,900
Internal Services	1,315	1,068	1,309	2,250	2,250	2,250
Other Charges	21,730	23,764	25,071	26,450	26,450	26,450
Materials & Supplies	6,196	4,867	8,837	5,350	5,350	5,084
Capital Outlay	<u>4,865</u>	<u>1,330</u>	<u>5,976</u>	<u>2,000</u>	<u>2,000</u>	<u>4,100</u>
Activity Total	<u>193,824</u>	<u>190,341</u>	<u>156,621</u>	<u>225,429</u>	<u>225,429</u>	<u>271,053</u>
Percentage Change	-2.65%	-1.80%	-17.72%	43.93%	N/A	20.24%

FTE's

Management	1.00	1.00	1.00	1.00	1.00	1.00
Professional/Technical	1.50	1.00	1.00	1.00	1.00	1.00
Admin/Clerical	1.00	1.00	1.00	1.00	2.00	2.00
Trades & Crafts	-	-	-	-	-	-
Total	<u>3.50</u>	<u>3.00</u>	<u>3.00</u>	<u>3.00</u>	<u>4.00</u>	<u>4.00</u>

